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FRISHAUF, HOLTZ, GOODMAN, LANGER & CHICK, P.C.  
ATTORNEYS AT LAW

767 THIRD AVENUE, NEW YORK, N.Y. 10017-2023

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*Barbara Villani*  
Barbara Villani

Attorney Docket No. 01154/LH



LEONARD HOLTZ  
HERBERT GOODMAN  
JAMES R. WOODWARD (1914-1994)  
FRANK LANGER  
WILLIAM J. CHICK  
RICHARD S. BARTH  
DOUGLAS HOLTZ  
ROBERT P. MICHAL  
TELEPHONE: (212) 319-4900  
FACSIMILE: (212) 319-5101

Hon. Commissioner of Patents & Trademarks  
Washington, D.C. 20231

Pursuant to 37 CFR 1.53(b), transmitted herewith for filing is the patent application of

Inventor(s): Hiroshi SASAKI  
Mutsumi KIKUCHI

Title: "MARKETING RESEARCH METHOD, PRINTED MATTER TO BE USED FOR SUCH A  
MARKETING RESEARCH AND INFORMATION RESOURCE TO BE UTILIZED FOR SUCH  
A MARKETING RESEARCH"

Priority Claim (35 U.S.C. 119) is made, based upon:

Japan No. 2000-082789 filed March 23, 2000  
Japan No. 2000-358152 filed November 24, 2000

Enclosed herewith are:

- [X] Specification (Description, Claims, Abstract): Pages 1 - 51; Number of claims 1 - 30
- [X] Declaration and Power of Attorney [X] executed; [ ] unexecuted (supplied for information purposes)
- [X] 5 Sheets of drawings, Figures 1 - 12 [X] Formal [ ] Informal
- [X] Assignment and "Patents" Recordation Form Cover Sheet (PTO-1595) AND \$40. RECORDATION FEE.

ASSIGNMENT INFORMATION FOR PUBLICATION:

Olympus Optical Co., Ltd.  
43-2, Hatagaya 2-chome, Shibuya-ku,  
Tokyo, JAPAN

- [X] Certified copy (ies) of priority document(s) identified above
- [X] Information Disclosure Statement; [X] Form PTO-1449
- [ ] Preliminary Amendment
- [ ] Verified Statement(s) Claiming Small Entity Status

Residence Address (Form PTO/SB/122)

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